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**PATENT APPLICATION**

**UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	
Bentolila, et al.	
Application No.: 10/043,714	
Filed: January 9, 2002	
Mark:	April 13, 2004
SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTER	Irvine, California 92612

**STATUS INQUIRY**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

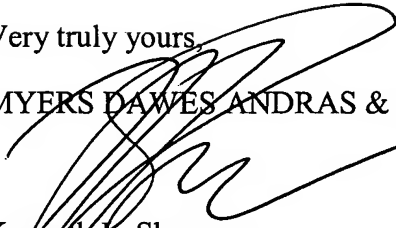
Applicant, respectfully requests to know the status of the above-referenced patent application.

On June 10, 2003 Applicant received a Notice of Publication of Application as issued by the United States Patent and Trademark Office. The Notice of Publication reflected a publication date of May 29, 2003 and a Publication No. as US-2003-0101451-A1. This was the last communication received by Applicant in the above case.

Please charge any additional fees to our Deposit Account No. 01-1960. An additional copy of this letter is enclosed for that purpose.

Very truly yours,

MYERS DAWES ANDRAS & SHERMAN, LLP

  
Kenneth L. Sherman  
Registration No. 33,783  
19900 MacArthur Blvd., 11<sup>th</sup> Floor  
Irvine, California 92612  
Telephone: (949) 223-9600

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria VA 22313-1450 on 4-13-04.

Evelyn Menjivar

(Type or print name of person mailing paper)

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(Signature of person mailing paper)